



INCOSE

# Media Kit 2023

This document contains information about the advertising and sponsorship opportunities with INCOSE



## Marketing Hub

INCOSE MARKETING & COMMUNICATIONS TEAM

Media Kit 2023 version 1.6  
July 2023

## Showcase your company and generate leads through INCOSE.

INCOSE offers a range of advertising and sponsorship opportunities to help boost your marketing strategy and reach the most engaged and active systems engineers globally – INCOSE has 21,000 members and CAB associates and over 130 corporate bodies in the Corporate Advisory Board.

This media kit gives you an overview of the types of opportunities available to your organization.

If you are looking for additional added value, we can help you develop a custom advertising package that offers increased brand visibility.

### About the International Council on Systems Engineering

The International Council on Systems Engineering (INCOSE) is a not-for-profit membership organization that promotes international collaboration in systems engineering practice, education, and research. INCOSE's mission is to "address complex societal and technical challenges by enabling, promoting and advancing systems engineering and systems approaches." Founded in 1990, INCOSE has more than 65 chapters and over 21,000 members and associates worldwide. For additional information about INCOSE visit [www.incose.org](http://www.incose.org).

## The Value of Sponsorship for INCOSE

INCOSE would like to acknowledge the value of our corporate sponsorships as they help propel the organization's mission and vision to move forward through recognition of their contribution.

Sponsors receive recognition for their contribution to align with the values systems of INCOSE.

Sponsors receive recognition while the organization receives contributions to advance their goals and broaden their impact.

Sponsorships are brand alignment not product placement.

Sponsors are corporate partners, they collaborate with INCOSE leaders; sponsors do not control content.

INCOSE does not infer the endorsement of commercial products, services, and tools from our sponsors and advertisers.

## Website – <http://www.incose.org>

Website Monthly Averages (Jan 22 – Jan 23)

- Over 110,433 Page Views
- Over 24,629 Unique Visitors

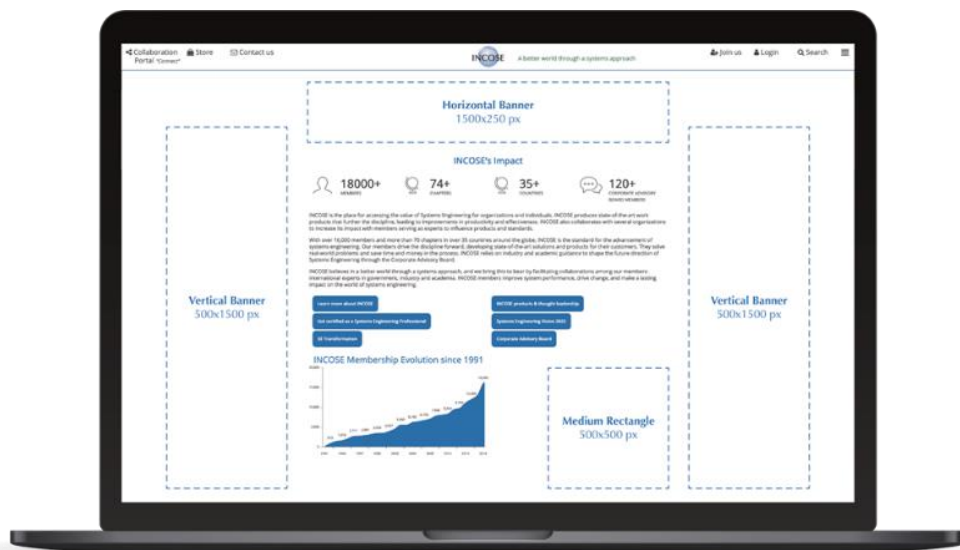
### One of the Top 3 Viewed Pages

| Type                                   | Frequency | Price    |
|--|-----------|----------|
| Banner Advert – Horizontal or Vertical | Monthly   | \$1,495  |
| Banner Advert – Horizontal or Vertical | Annually  | \$14,950 |
| Medium Advert                          | Monthly   | \$1,090  |
| Medium Advert                          | Annually  | \$10,900 |

### Run of the Site

Location is selected by INCOSE

| Type                                   | Frequency | Price    |
|--|-----------|----------|
| Banner Advert – Horizontal or Vertical | Monthly   | \$1,035  |
| Banner Advert – Horizontal or Vertical | Annually  | \$10,350 |
| Medium Advert                          | Monthly   | \$690    |
| Medium Advert                          | Annually  | \$6,900  |



Please contact [advertise@incose.net](mailto:advertise@incose.net) for bookings.

## INCOSE eNote

INCOSE eNote, is a monthly digital news bulletin which contains, important announcements, key dates, and useful data, sent out to the INCOSE Membership.

Get monthly exposure to our membership. Cost effective monthly exposure for your next big event, product, or service. Advert with URL link to your landing page.

Monthly Average (2022)

- Over 14,600 Delivered
- 3,417 Unique opens
- 685 Click Throughs



**SOLD OUT UNTIL 2024**

**contact us for future bookings.**

| Type  | Frequency | Price |
|---|-----------|-------|
| Banner Advert – either top or bottom. 606 x 100px | Monthly   |       |
| Banner Advert – either top or bottom. 606 x 100px | Annually  |       |
| Body Advert – 606 x 606px                         | Monthly   |       |
| Body Advert – 606 x 606px                         | Annually  |       |

**DEADLINE-** the eNote is published by the end of each month all adverts to be received by 10<sup>th</sup>.

Please contact [advertise@incose.net](mailto:advertise@incose.net) for bookings.

## Social Media

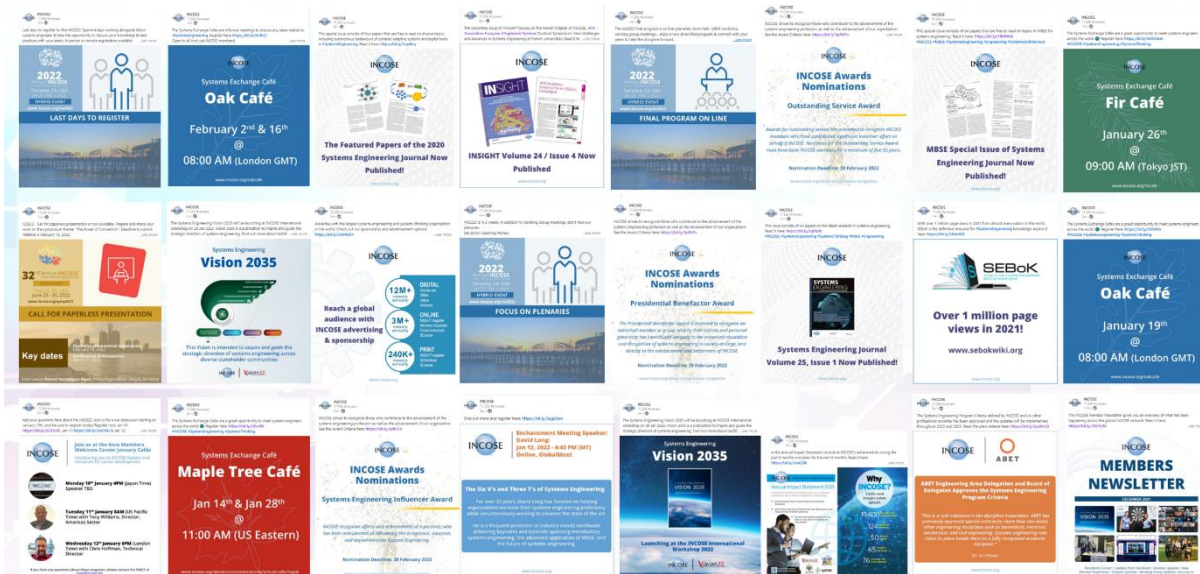
INCOSE has a growing following across a variety of social media platforms.

Advertising on the INCOSE social media channels allows you access to our global following via LinkedIn, Twitter, Facebook, and Instagram.

Our impressions are enjoying exceptional growth with LinkedIn now 24,500 followers, Twitter 3,800, and Facebook 2,100.

One post per month - picture or short video.

| Type                     | Frequency | Price   |
|--------------------------|-----------|---------|
| Picture – 1200 x 1200px  | Monthly   | \$435   |
| Picture – 1200 x 1200px  | Annually  | \$4,350 |
| Video Post up to 60 Secs | Monthly   | \$500   |
| Video Post up to 60 Secs | Annually  | \$5,000 |



Please contact [advertise@incose.net](mailto:advertise@incose.net) for bookings.

## Webinar Sponsor

INCOSE Technical Operations presents recognized experts in the field who discuss the "State of the Art" in Systems Engineering. (Up to 11 each year)

These presentations occur live, via the internet and are open to anyone. The sessions last one hour and are recorded. INCOSE members can access these recordings from the Member's Only pages of the INCOSE Connect platform.

Sponsorship of the Webinars includes your company's name and logo on the invitation email that goes to all members, and your company's logo displayed and mentioned during the Webinar. It will also remain on the recording in the Webinar Library.

In addition, your Company can be included in its Social Media advertising reaching a much wider audience.

|         |           |        |        |          |
|---------|-----------|--------|--------|----------|
| 2022    | Delivered | Opened | Clicks | Forwards |
| Average | 15,073    | 4,601  | 233    | 1,965    |

| Type                             | Frequency                       | Price   |
|----------------------------------|---------------------------------|---------|
| Email and Logo on Webinar        | Monthly                         | \$300   |
| Email and Logo on Webinar        | Annually (up to 11 Webinars pa) | \$3,000 |
| Additional Social Media exposure | Monthly                         | \$150   |
| Additional Social Media exposure | Annually (up to 11Webinars pa)  | \$1,500 |

Please contact [advertise@incose.net](mailto:advertise@incose.net) for bookings.

## Members Newsletter

The INCOSE Members Newsletter is published every quarter to our diverse global membership and contains articles and news items of interest.

The Newsletter is focused on happenings of interest from across the systems community. Packed with events from around the world, news from working groups, insights on the upcoming standards, and items of interest from beyond INCOSE’s borders. This quarterly newsletter adds new depth as we share the latest news in the world of systems.

### Quarterly Average stats for 2022

- 15,135 Delivered.
- 5,186 Opened.
- 1,330 Unique Forwards
- 405 Clicks



| Members Newsletter | Per Issue | Annual  |
|--------------------|-----------|---------|
| Two Page           | \$2,400   | \$8,400 |
| One Page           | \$1,270   | \$4,445 |
| Half Page          | \$900     | \$3,150 |
| Quarter Page       | \$600     | \$2,100 |
| Eighth Page        | \$300     | \$1,050 |
| Sixteenth Page     | \$150     | \$525   |

*300 dpi, send digital/interactive PDF for links to remain clickable.*

*Sizing Guide on Page 13*

**DEADLINE-** the Members Newsletter is published on the 15<sup>th</sup> of March, June, September, and December all adverts to be received by 11<sup>th</sup> of previous month.

Please contact [advertise@incose.net](mailto:advertise@incose.net) for bookings.

## INSIGHT Magazine

INSIGHT is the magazine of the International Council on Systems Engineering. It is published four times per year. INSIGHT features theme sections dedicated to providing informative articles on the state of the art and practice in systems engineering.

It also contains status and information about INCOSE's technical work programs, and events, editorials, book reviews, trends, and how-to-do articles that are pertinent to the many aspects of a systems engineer's job.

INSIGHT is published four times a year in both hardcopy and electronic format.

## Advertising Options

| INSIGHT Advertising                        | Per Issue | Annual   |
|--|-----------|----------|
| Full Page - 4/C rate                       | \$3,100   | \$10,850 |
| Full Page B/W                              | \$1,720   | \$6,020  |
| Cover inside 2 - 4/C rate                  | \$3,680   | \$12,880 |
| Back inside Cover 3 - 4/C rate             | \$3,220   | \$11,270 |
| Back Cover 4 - 4/C rate                    | \$4,020   | \$14,070 |
| Half-page Horizontal & Vertical - 4/C rate | \$2,410   | \$8,435  |
| Half-page Horizontal & Vertical B/W        | \$1,200   | \$4,200  |
| Quarter-page Horizontal (color only)       | \$1,950   | \$6,825  |

*Vector-PDF ads (vector text; vector line-art; 300dpi photos*

*Sizing Guide on Page 14*

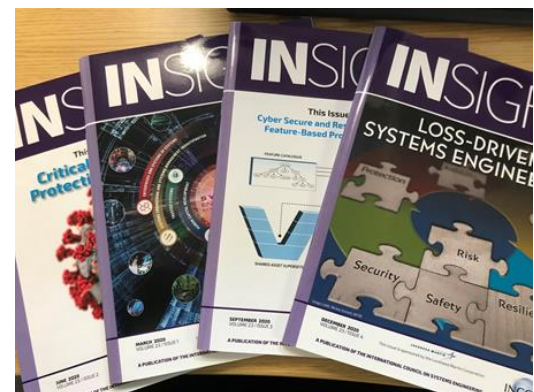
Ask about our academic rates to advertise in INSIGHT.

## Sponsorship

There is also the opportunity to sponsor INSIGHT.

Sponsors will have their company logo on the front cover, and inside the magazine. In addition, they will be recognised as the sponsor in the Editors comments at the front of the magazine.

|           |          |
|-----------|----------|
| Annual    | \$10,600 |
| Per Issue | \$2,650  |



Please contact [advertise@incose.net](mailto:advertise@incose.net) for bookings.



## INCOSE Products Sponsor

INCOSE has a range of products which organisations can sponsor. These products are developed by our working groups, chapters, and special initiatives teams.

They are made available to via our online store to systems engineers across the global. Members can download the products for free and others can purchase them.

Sponsorship runs for 1 calendar year from the point of payment.

Your organization's logo will feature on every electronic copy during that period.

The price of sponsorship varies depending on which product is being sponsored.

For more information about the products available for sponsorship now and in the near future please contact [marcom@incose.net](mailto:marcom@incose.net)



## Bundle Packages

Let INCOSE help you with your marketing strategy by helping you select a range of advertising and sponsorship packages creating a bespoke bundle to meet your needs.

Securing a bundle will also ensure you qualify for a discount. The discounts vary depending on the value of the bundle.

To discuss the best option for your organization and its objectives, contact [marcom@incose.net](mailto:marcom@incose.net)

Corporate Advisory Board members will get a 15% discount on certain bundle package purchases.



## SEBoK Sponsor

Guide to the Systems Engineering Body of Knowledge (SEBoK), is an online resource that provides a guide to the key knowledge sources and references of systems engineering organized and explained to assist a wide variety of individuals. It is a living product, accepting community input continuously, with regular refreshes and updates. The SEBoK is not a compendium but instead references existing literature and much of the content has restricted intellectual property rights.

The SEBoK, maintained by INCOSE, Stevens and the IEEE Systems Council, is the definitive resource for systems engineering knowledge. In 2021, SEBoK reached over 1 million page views from every nation in the world (except North Korea).

Annual sponsorship of the SEBoK – Logo with link to landing site or company video. Link to sponsorship package details. [SEBoK Sponsors - SEBoK \(sebokwiki.org\)](https://www.sebokwiki.org)

| Type                  | Price   |
|-----------------------|---------|
| Global                | \$5,000 |
| Corporate             | \$2,000 |
| University/Non-Profit | \$1,000 |

## Systems Engineering Journal Sponsor

Systems Engineering is an international scholarly journal and a primary source of multidisciplinary information for the systems engineering and management of products and services, and processes of all types.

Sponsorship of the SE Journal Print and Online Magazine 6 issues pa.

The Journal is published six times a year by Wiley: January, March, May, July, September, and November.

Please contact [marcom@incose.net](mailto:marcom@incose.net) for bookings.

|           |          |
|-----------|----------|
| Annual    | \$10,600 |
| Per Issue | \$2,650  |

## Event Sponsorship

### International Symposium



INCOSE's Annual International Symposium (IS) is the largest worldwide annual gathering of people who do systems engineering for 4 days of presentations, case studies, workshops, tutorials, and panel discussions. The program attracts an international mix of professionals at all levels, and includes practitioners in government and industry, as well as educators and researchers. The benefits of attending the Symposium include the opportunity to share ideas, network, build competency, pursue certification, contribute to the advancement of the profession through collaboration on tools, processes, and methodologies, learn about new offerings in training and education, and forge new partnerships.

INCOSE offers a variety of options for sponsoring and exhibiting at IS. Your presence as a sponsor for this event will identify your organization as a supporter of and leader in the profession of systems engineering.

For details on the International Symposium (IS) please visit

<https://www.incose.org/symp2023>

## International Workshop



INCOSE's International Workshop is the event of the year for systems engineers to contribute to the state of the art. Unlike INCOSE's annual International Symposium and other conferences, there are no paper, panel or tutorial presentations. Instead, attendees spend 4 days working alongside fellow systems engineers who are there to make a difference. Systems Engineers at all levels and from all backgrounds are encouraged to engage in working sessions and contribute their knowledge and experience to take the discipline forward.

For more information

<https://www.incose.org/IW2023>

## Regional Event Sponsorship

Sponsor a regional event such as the Western States regional conference, or the Asia Oceania SE Conference.

Sponsorship \$2,600

Contact us at [marcom@incose.net](mailto:marcom@incose.net) for details and packages available.

Exciting times at INCOSE, we have many new initiatives and opportunities happening throughout 2023.

## Launching Now –

Contact us for exciting sponsorship opportunities.

## FUSE – the Future of Systems Engineering

Our goal is to inspire the global community to realize the Systems Engineering Vision 35. There will be 4 FUSE streams – and just a few sponsorships available. Be part of the conversation. [www.incose.org/FUSE](http://www.incose.org/FUSE)

## Professional Development Portal

The purpose of the PDP is to assist individuals to develop their career in systems engineering, or to extend their knowledge in systems engineering. This is initially through self-assessment tools, product, and course recommendations. This important development is of huge interest to all Systems Engineers – sponsorship and advertising available. [www.incose.org/PDP](http://www.incose.org/PDP)

## Calling All Systems – Mini Event Series

A series of hot topics being discussed throughout the year live with thought leaders.

Being recorded and becoming part of the INCOSE resource bank.

[www.incose.org/callingallsystems](http://www.incose.org/callingallsystems)

## Demo Day

An opportunity to showcase your products during a virtual Demo Day.

## Also -

- Podcast
- Career Hub
- Advertorials
- Business Card Advertisements

Please contact [marcom@incose.net](mailto:marcom@incose.net) for all sponsorship opportunities.

## Sponsorship of

### ‘The INCOSE Recognition and Awards Yearbook 2023’

After its hugely successful launch in 2022 – we are looking for sponsors for 2023.

With this publication, we aim to celebrate the achievements of individuals and groups throughout the global INCOSE community who will be presented with awards at the International Symposium 2023.

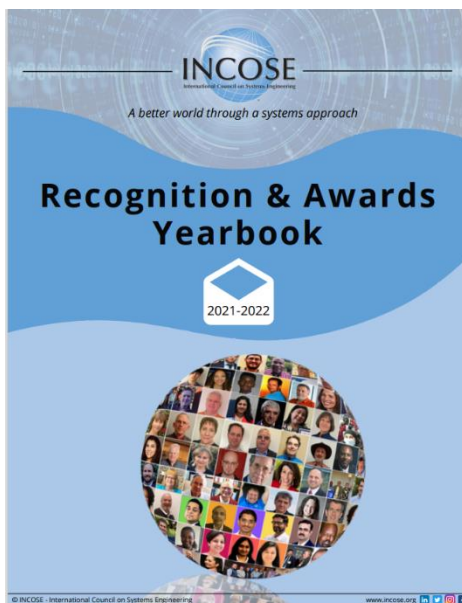
Sponsorship of the whole magazine – your company logo and bio on the inside front page also logo recognition on all media coverage of the launch.

There are limited opportunities to advertise within the magazine.

The magazine scheduled to be published in early August.

Please contact me at your earliest convenience if you would like to be part of this.

The pricing options are below.



| Printing Advertising    | Special Edition |
|-------------------------|-----------------|
| Sponsorship of magazine | \$2500          |
| One Page Advert         | \$1000          |
| Half Page Advert        | \$700           |
| Quarter Page Advert     | \$500           |

Please contact [marcom@incose.net](mailto:marcom@incose.net) for all sponsorship opportunities.

## Newsletter and INSIGHT Sizing Guides.

| Advertising Size (inches) | Width | Height |
|---------------------------|-------|--------|
| Full Page – with bleed    | 8.75  | 11.25  |
| Trim Size                 | 8.5   | 11.0   |
| Full Page – no bleed      | 7.0   | 9.5    |
| Half Page – Vertical      | 3.375 | 9.5    |
| Half Page - Horizontal    | 7.0   | 4.625  |
| Qtr. Page - Square        | 3.375 | 4.625  |
| Additional options        | Width | Height |
| Newsletter Only           |       |        |
| Qtr. Page - Vertical      | 1.65  | 10.0   |
| Qtr. Page - Horizontal    | 7.5   | 2.3    |
| Eighth Page – Vertical    | 1.65  | 4.85   |
| Eighth Page - Horizontal  | 3.6   | 2.3    |
| Sixteenth Page            | 1.65  | 2.3    |

